

ELECTRONIC TOLL ROAD BUSINESS UNIT MANAGER

Responsibilities:

- Lead development of business plan for Electronic Toll Road market segment.
- Define customer needs, working with sales team (sales team calls on customers in all Perceptics segments; business unit manager is only concerned with customers within his/her focused market segment).
- Matrix into product development and product commercialization engineering groups, to ensure that emerging products are a good fit for market segment.
- Ensure new and existing products are presented to customers, on own and through sales people, and that customers are persuaded to use Perceptics products within the Electronic Toll Road market segment.
- Listening to and working with customers.
- Matrixing into other groups to get resources in order to achieve market segment objectives (engineering, sales, marketing, admin, etc.).
- Creating a business plan for the Electronic Toll Road market segment, and driving concepts into actionable objectives.
- Gaining buy-in for Plan, and implementing to drive revenue in the Electronic Toll Road market segment.

Requirements:

- Minimum of Bachelors Degree in a related field; Masters Degree a plus.
- 8-10 years experience
- Technical aptitude necessary
- Proven leadership and management capabilities.
- Positive customer interaction.
- Ability to work independently.
- Able to create a Business Plan for market segment, and drive plan into action
- Organized to take massive amounts of market data and product information, to incorporate into business plan.